1	2	3	4	5	6	7
	12	Anegundi	Koppal	2005-06	20.00	16.00
9. Kerala	13	Kumbalangi	Ernakulam	2004-05	20.00	16.00
	14	Arnamula	Pathanamthitta	2004-05	20.00	16.00
	15	Kalady (Spice Circuit)	Ernakulam	2005-06	10.00	08.00
	16	Anakkara (Spice Circuit)	Idukki	2005-06	10.00	08.00
10. Madhya	17	Pranpur	Ashok Nagar	2004-05	20.00	16.00
Pradesh	18	Chaugan	Mandla	2004-05	20.00	16.00
11. Maharashtra	19	Sulibhanjan-Khultabad	Aurangabad	2004-05	20.00	16.00
12. Orissa	20	Raghurajpur	Puri	2004-05	20.00	17.60
	21	Pipli	Puri	2004-05	20.00	16.00
13, Punjab	22	Rajasansi	Amritsar	2004-05	20.00	16.00
14. Rajasthan	23	Neemrana	Alwar	2004-05	20.00	16.00
	24	Samode	Jaipur	2004-05	20.00	16.00
	25	Haldighati	Rajsamand	2004-05	19.32	15.45
15. Sikkim	26	Lachen	North Distt.	2004-05	20.00	16.00
16. Tamil Nadu	27	Kazhugumalai	Thoothukudli	2004-05	20.00	16.00
	28	Karaikudi	Sivaganga	2004-05	20.00	16.00
	29	Kombai (Spice Circuit)	Theni	2005-06	10.00	08.00
	30	Thadiyankudisai (Spice (Circuit)	Dindigul	2005-06	10.00	08.00
17. Tripura	31	Kamlasagar	West Tripura	2004-05	20.00	16.00
18. Uttaranchal	32	Jageshwar	Almora	2005-06	20.00	16.00
	33	Mana	Chamoli	2004-05	20.00	16.00
19. Uttar Pradesh	34	Bhaguwala	Saharanpur	2004-05	19.75	15.50
20. West Bengal	35	Ballabhpur Danga	Birbhum	2004-05	20.00	16.00
	36	Mukutmonipur	Bankura	2004-05	20.00	16.00
		TOTAL:			679.02	544.51

Promotion and development of tourism in NER

1609. SHRI DWIJENDRA NATH SHARMAH:
SHRI KARNENDU BHATTACHARJEE:

Will the Minister of TOURISM be pleased to state:

(a) what steps have been taken by Government for promotion and development of tourism in the country particularly in the NER; and

(b) what have been the results of these steps taken during the last three years and the current year so far?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Steps taken by Government for promotion and development of tourism in the country particularly in the NER are indicated in the statement-I (*See* below).

(b) As a result of promotional efforts made by Ministry of Tourism, Government of India, there is an increase in Domestic and Foreign tourists arrival in the country. Statement-II indicating number of tourist arrival to North East States is given below.

Statement-I

Steps taken by Government for promotion and development of tourism in the country particularly in NER.

1. For Development and Promotion of tourism in the country, Ministry of Tourism, Govt. of India provides financial assistance to State Govt./Union Territories Admn. for tourism related projects which are identified in consultation with the State Govt./Union Territories Admn.
2. The Govt. of India attaches great importance to the development of tourism in North East Region. Towards achievement of this objective, 10% of the Plan allocation of Ministry of Tourism is earmarked for the development of tourism in the NER.
3. A series of collaterals including State-wise brochures and thirteen posters on each individual state and five themes related to the region such as music and dance and arts and crafts have been produced.
4. A compendium on North East as a whole and also a set of six display scrolls on each of the individual state of North East have been produced.
5. A website devoted to North East (www.northeastofindia,com) has been launched.
6. A logo and brand line for the North East titled "India's North East-Paradise Unexplored" has been devised for the North East Region.

7. CD of the brochure and a high resolution image CD on the Region have been produced.

8. Films and commercials on North East and a film on Eastern Himalayas have also been produced.

9. A major integrated campaign costing Rs. 9 crore for promotion of the North-East Region was initiated during 2005-06. This campaign with further innovation will be vigorously pursued during 2006-07.

10. The Ministry of Tourism, Govt. of India organized two familiarization tours of prominent tour operators and media personality who visited various destinations/locations in the States of North East Region. The familiarization tours have proved to be fruitful as the tour operators were convinced of the tourism related infrastructure available in the states of North East Region.

11. The Ministry of Tourism, through its 13 Indiatourism offices undertakes a series of promotional activities in tourist generating markets overseas, in order to promote tourism to India and attract foriegn tourists to visit the various tourist places in the country, including those in the North Eastern Region. These activities include advertising, participation in fairs and exhibitions, organizing seminars, workshop and road shows, publication of broachures and joint advertisement support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

12. The Ministry of Tourism has also been encouraging participation of states in the North Eastern Region in major international travel fairs/exhibitions such as the PATA Travel Mart, WTM-London, ITB-Berlin and ATM-Dubai by providing them space within the India Pavilion set up by the Ministry, on complimentary basis, to showcase and project the tourist attractions of the region.

Statement-II

Number of tourist arrived to North-East States

State/UT	2003		2004		2005	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Arunachal Pradesh	2195	123	4740	269	3005	289
Assam	2156675	6610	2288093	7285	2467652	10782
Manipur	92923	257	93476	249	94299	316
Meghalaya	371953	6304	433495	12407	375901	5099
Mizoram	35129	279	38598	326	44715	273
Nagaland	5605	743	10056	1084	17470	883
Sikkim	179661	11966	230719	14646	251744	16523
Tripura	257331	3196	260907	3171	216330	2677

Security arrangements for tourists in Kashmir

†1610. SHRI KALRAJ MISHRA: Will the Minister of TOURISM be pleased to state:

(a) whether Government are aware that the number of tourists in the Kashmir valley has declined considerably as a result of attacks on them;

(b) the number of attacks on tourists and number of tourists died in such attacks during the last six months; and

(c) the steps being taken by Government to attract more tourist and to strengthen the security arrangements?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) As per the report of the State Government of Jammu & Kashmir, there has been a slight decline in domestic tourist traffic to the valley as compared to last year. Upto 26th of July, 2006 3,49,166 domestic tourists visited the valley this year as compared to 3,65,818 during the same period last year. However, there has been a slight increase in foreign tourists

† Original notice of the question was received in Hindi.